IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of: Sang Yong Bae et al.   :
                                              :   Examiner: Nathan C. Uber
                                              :
Serial No.:   10/595,998   :   Group Art Unit: 3622
                                              :
Filed: July 14, 2006   :   Attorney Docket No.: 56587.22
                                              :
For: ON-LINE ADVERTISING   :   Customer No.:   027128
               SYSTEM AND METHOD   :
                                              :
                                              :   Confirmation No.: 1534
Last Office Action: December 28, 2009   :

PROPOSED AMENDMENT

12.   A computer-implemented on-line advertising method, the method comprising the steps of:

maintaining advertisement data of a plurality of advertisements, at least one keyword related to each said advertisement and a category corresponding to each said advertisement, in an advertisement database;

determining a content category for an on-line content provided to a user terminal through a communication network via a content classifying system utilizing a predetermined classification algorithm;

maintaining a content identifier and said content category associated with said on-line content in a content database, the content identifier identifying said on-line content;

~~maintaining in a keyword database a keyword, a similar keyword related thereto and an expansion keyword related to the keyword, wherein the similar keyword being a keyword having a similar meaning to the meaning of said keyword and the expansion keyword representing an upper concept or a lower concept of the keyword~~;

storing at least one of said databases in a memory;

searching the advertisement database for advertisement data corresponding to the category associated with the on-line content to be displayed to a user;

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selecting advertisement data among the searched advertisement data, based on a predetermined criterion, by using at least one keyword related to the searched advertisement data; and

controlling an advertisement associated with the selected advertisement data to be displayed on the user terminal in association with the content, where said steps of determining a content category, searching the advertisement database, selecting advertisement data and controlling an advertisement is performed by a processor,

wherein the step of selecting advertisement data comprises the steps of:

searching the on-line content to be displayed to the user for the at least one keyword related to the searched advertisement data;

~~inspecting at least one selected from a group consisting of a number of the searched keywords in the on-line content, positions of the searched keywords on the on-line content and a font style of the searched keywords;~~

computing an exposure point for the search advertisement data based on <u>a number of said searched keywords in the on-line content, positions of said searched keywords in the on-line content and a font style of said searched keywords wherein the font style is at least one selected from a group consisting of a font size and a font color</u> ~~a result of said inspection for the searched keywords~~; and

selecting advertisement data from the searched advertisement data based on the exposure point.

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